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SBA 2005 Region VII Small Business Journalist Goes to St. Louis Small Business Monthly

ST. LOUIS – When people think about St. Louis small business journalism, the St. Louis Small Business Monthly and Judy Meador come to mind. Through this periodical, Judy has, for over 16 years, provided to the greater St. Louis community essential information for and about small business through calendars of events, educational articles, personal achievers' success stories and news effecting small business and entrepreneurship. The St. Louis Small Business Monthly and the Business Owner's Guide are the information "bibles" for small business.

Judy is so much a part of St. Louis small business that she practically lives and breathes it every minute of every day. To meet the needs of the St. Louis small business community, Judy continuously searches for the most helpful and newsworthy articles to feature. The consistency of her newspaper content reflects this "with it" attitude. Knowing the shoestring type operations most small businesses are, Judy provides the newspaper free to the public. 34,000 are distributed each month and 75 percent of the readers are business owners.

Several times, Judy has seen the need for different ways to present information to the small business community. It was this vision that led to the publication of the Business Owners Guide, established the web site www.SBMon.com and started the St. Louis Small Business Expo.

The annual Business Owner's Guide was started by Judy in 1992. A total of 40,000 copies are distributed throughout the year. The guide provides resources including extensive sections of financing programs, opportunities for minority- and women-owned businesses, a comprehensive legal chart plus information on over 150 organizations and government agencies that help small business.

The St. Louis Small Business Expo was held twice in 2004 with 72 exhibit booths and 1,000 in attendance and provided small business owners the opportunity to display and network. In addition to the small business exhibitors, small business organizations are invited to be participating organizations at the Expo. Fifteen organizations including, SCORE, SBA, NAWBO, St. Louis Minority Business Council, have been a part of the Expo receiving table space to inform attendees about the benefits of their organization.

Each of these media has filled a niche for the small business owner.

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